

CLAIMS

1. A detergent composition comprising a gel having a first colour and primary particles having a second colour, wherein radiation emitted by the gel interacts with radiation emitted by the primary particles such that at least a portion of the composition has a third colour.
2. A semi-opaque detergent composition comprising a gel having a first colour and primary particles having a second colour, wherein radiation emitted by the gel interacts with radiation emitted by the primary particles such that at least a portion of the composition has a third colour.
3. A detergent composition comprising a gel containing primary particles having a first colour and secondary particles having a second colour, wherein radiation emitted by the primary particles interacts with radiation emitted by the secondary particles such that at least a portion of the composition has a third colour.
4. A detergent composition comprising a gel having a first colour containing primary particles having a second colour and secondary particles having a third colour, wherein radiation emitted by the primary particles interacts with the secondary particles and the radiation emitted by the gel such that at least a portion of the composition has a fourth colour.
5. A composition according to claim 3 or 4, wherein the secondary particles are in the form of emulsion particles (micelles), suspended particles or gas bubbles (preferably air).
6. A composition according to claim 3, 4 or 5, wherein the secondary particles are at least partially reflective.
7. A composition according to claim 3, 4, 5 or 6, wherein the secondary particles have a particle size of less than 50µm, more preferably less than 40µm,

more preferably less than 30 μ m, more preferably less than 20 μ m, more preferably less than 10 μ m and most preferably less than 1 μ m.

8. A composition according to any one of claims 1 to 7, wherein the composition has a transmittance of from 30 to 90%, more preferably from 40 to 90% and most preferably from 50 to 90%.

9. A composition according to any one of claims 1 to 8, comprising a detergent active which is at least partially encapsulated within the primary particles.

10. A composition according to claim 9, wherein the primary particles are water soluble and comprise a water-soluble encapsulating agent.

11. A composition according to claim 10, wherein the water soluble particles comprise at least 0.3 wt % of the composition, more preferably at least 0.6 wt % of the composition and most preferably at least 0.9% of the detergent composition.

12. A composition according to claim 9, 10 or 11, wherein the migration speed of the particles is less than 1.0 cm per month, more preferably less than 0.7 cm per month, more preferably less than 0.4 cm per month.

13. A composition according to any one of claims 1 to 12, wherein the gel has a viscosity greater than 4,000 mPas, more preferably greater than 6,000 mPas and most preferably greater than 10,000 mPas.

14. A composition according to any one of claims 1 to 13, wherein the gel contains a thickening agent, preferably polyacrylic acid.

15. A composition according to any one of claims 1 to 14, wherein the gel has a density of greater than 1.1 g/cm³, more preferably greater than 1.2 g / cm³ and most preferably greater than 1.4 g / cm³.

16. A composition according to any one of claims 1 to 15, wherein the gel is substantially water free having a water content of less than 5%.
17. A composition according to any one of claims 1 to 15, wherein the gel has a water content of from 5 to 65%, more preferably from 20 to 60% and most preferably from 35 to 50%.
18. A composition according to claim 17, wherein the composition has a salt content of at least 70%, more preferably at least 80% and more preferably at least 90%.
19. A composition according to claim 18, wherein the salt is a phosphate, citrate or sulphate salt.
20. A composition according to any one of claims 11 to 19, wherein the detergent active comprises one or more of an enzyme, a bleach activator/ catalyst and / or a fragrance.
21. A composition according to any one of claims 20, wherein the particles contain a stabilising aid for the enzyme.
22. A composition in accordance with any one of claims 10 to 22, wherein the encapsulating agent comprises a coating for the particles.
23. A composition in accordance with claim 22, wherein the encapsulating agent comprises 2 to 15% of the particle, more preferably 2 to 10% of the particle.
24. A composition in accordance with any one of claims 10 to 22, wherein the encapsulating agent comprises a portion of the core of the particle.

25. A composition in accordance with claim 24, wherein the encapsulating agent comprises at least 10% and more preferably at least 20% of the particles.
26. A composition in accordance with any one of claims 10 to 25, wherein the encapsulating agent contains a plasticiser.
27. A composition in accordance with claim 26, wherein the plasticiser is a polyglycol or a nonionic surfactant.
28. A composition in accordance with claim 26 or 27, wherein the encapsulating agent is a cellulose derivative, a polyvinyl alcohol or an admixture thereof.
29. A composition in accordance with any one of claims 1 to 28, wherein the gel and the primary particles have a difference in density of no greater than 0.9 g / cm^3 , more preferably no greater than 0.6 g / cm^3 and most preferably no greater than 0.3 g / cm^3 .
30. A composition in accordance with claim 29, wherein the primary particles contain a density aid.
31. A composition in accordance with any one of claims 1 to 30, wherein more than 80% of the primary particles have a particle size from 50 to 1,000 micrometres, more preferably from 200 to 800 micrometres and most preferably from 400 to 700 micrometres.
32. A composition in accordance with any one of claims 1 to 31 for use in dishwashing and / or laundry applications.
33. A composition in accordance with any one of claims 1 to 32, wherein the composition is disposed in a pouch of polyvinylalcohol.

34. A method of dishwashing and / or laundry comprising the use of a detergent composition in accordance with any one of claims 1 to 33.